FIG. 1

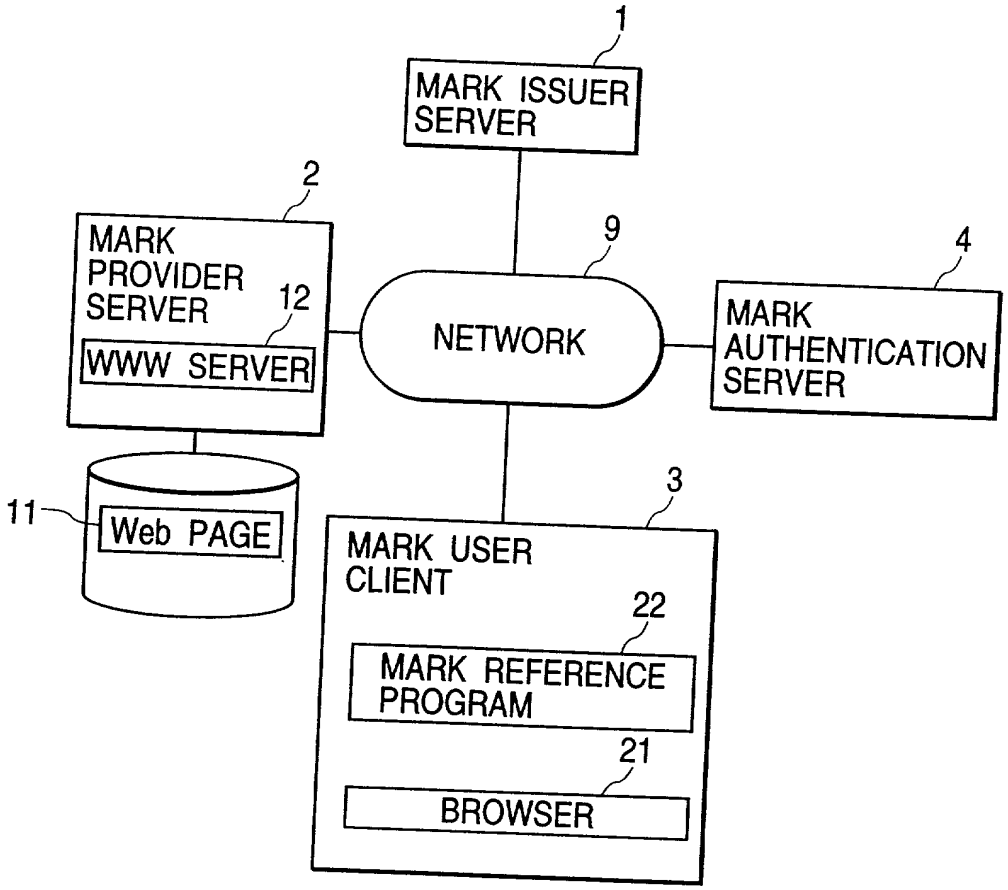
1
MARK ISSUER SERVER
2
MARK PROVIDER SERVER
12
WWW SERVER
9
NETWORK
4
MARK AUTHENTICATION SERVER
11
Web PAGE
3
MARK USER CLIENT
22
MARK REFERENCE PROGRAM
21
BROWSER

FIG. 2

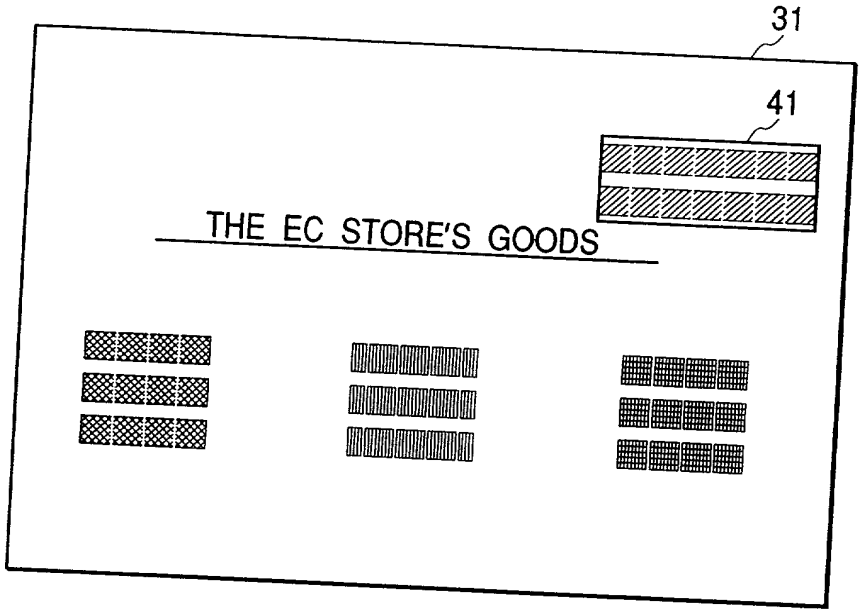
31
41
THE EC STORE'S GOODS

FIG. 3

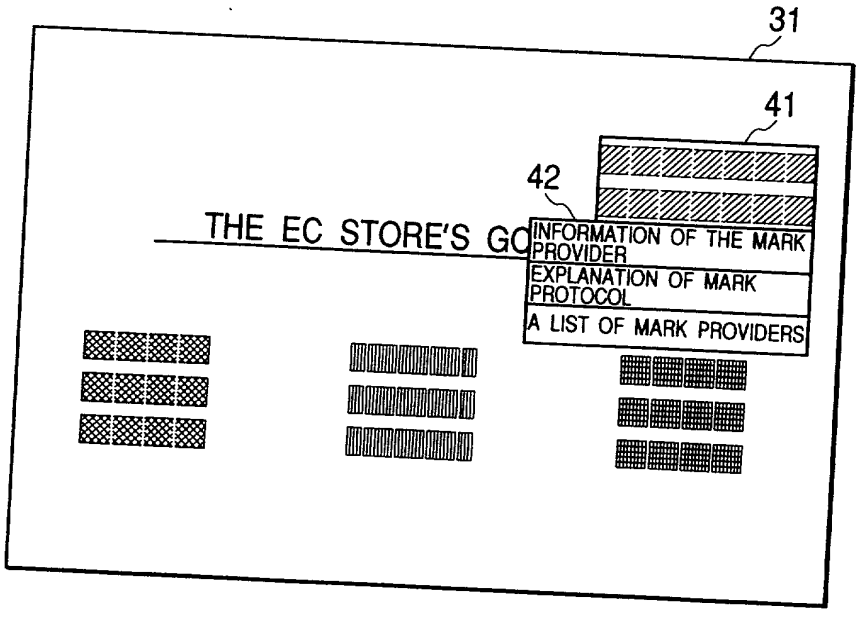
31
41
42
THE EC STORE'S GO
INFORMATION OF THE MARK PROVIDER
EXPLANATION OF MARK PROTOCOL
A LIST OF MARK PROVIDERS

FIG. 4

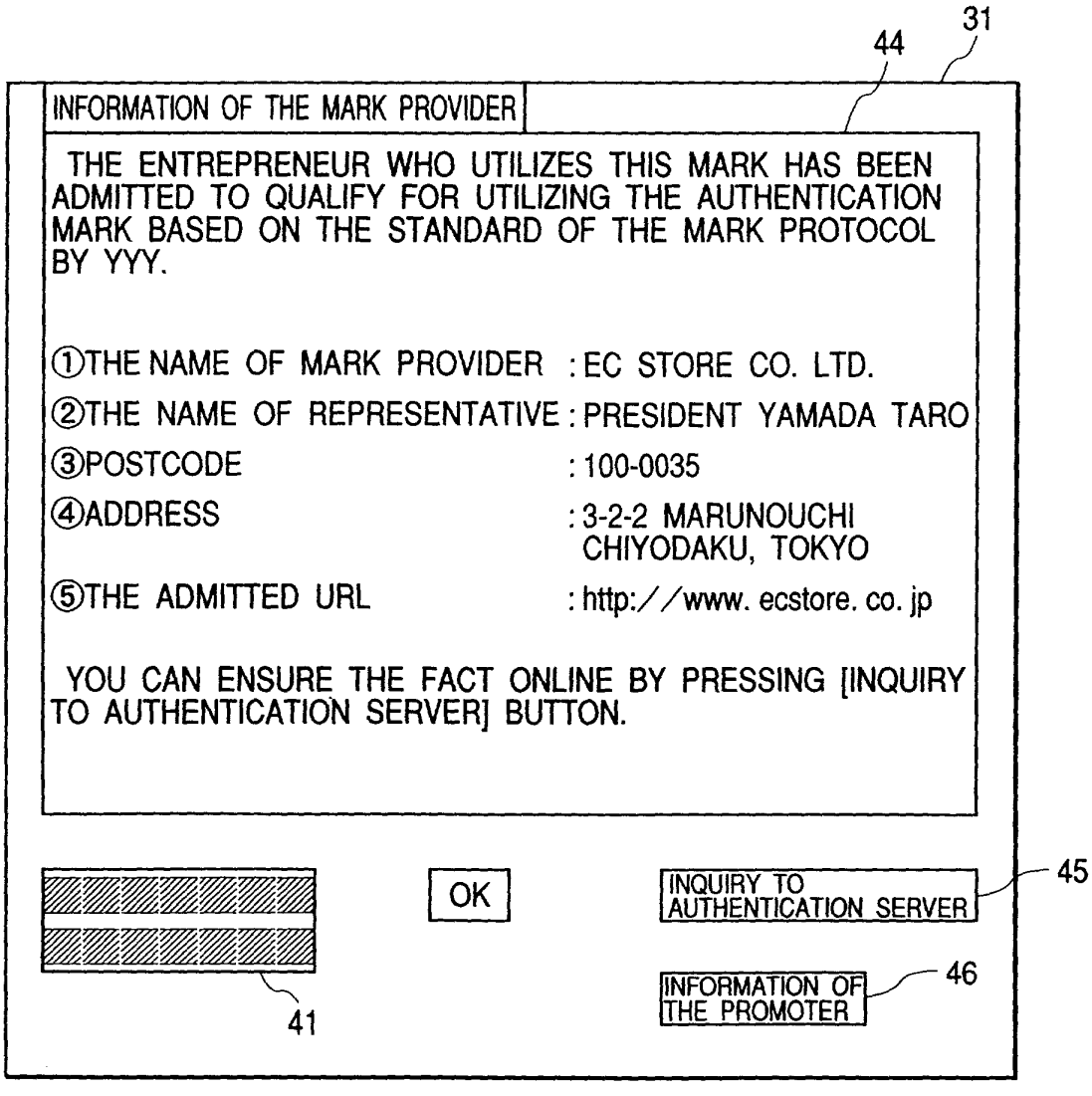
31
44
INFORMATION OF THE MARK PROVIDER
THE ENTREPRENEUR WHO UTILIZES THIS MARK HAS BEEN ADMITTED TO QUALIFY FOR UTILIZING THE AUTHENTICATION MARK BASED ON THE STANDARD OF THE MARK PROTOCOL BY YYY.
①THE NAME OF MARK PROVIDER : EC STORE CO. LTD.
②THE NAME OF REPRESENTATIVE : PRESIDENT YAMADA TARO
③POSTCODE : 100-0035
④ADDRESS : 3-2-2 MARUNOUCHI CHIYODAKU, TOKYO
⑤THE ADMITTED URL : http://www. ecstore. co. jp
YOU CAN ENSURE THE FACT ONLINE BY PRESSING [INQUIRY TO AUTHENTICATION SERVER] BUTTON.
OK
INQUIRY TO AUTHENTICATION SERVER
45
INFORMATION OF THE PROMOTER
46
41

FIG. 5

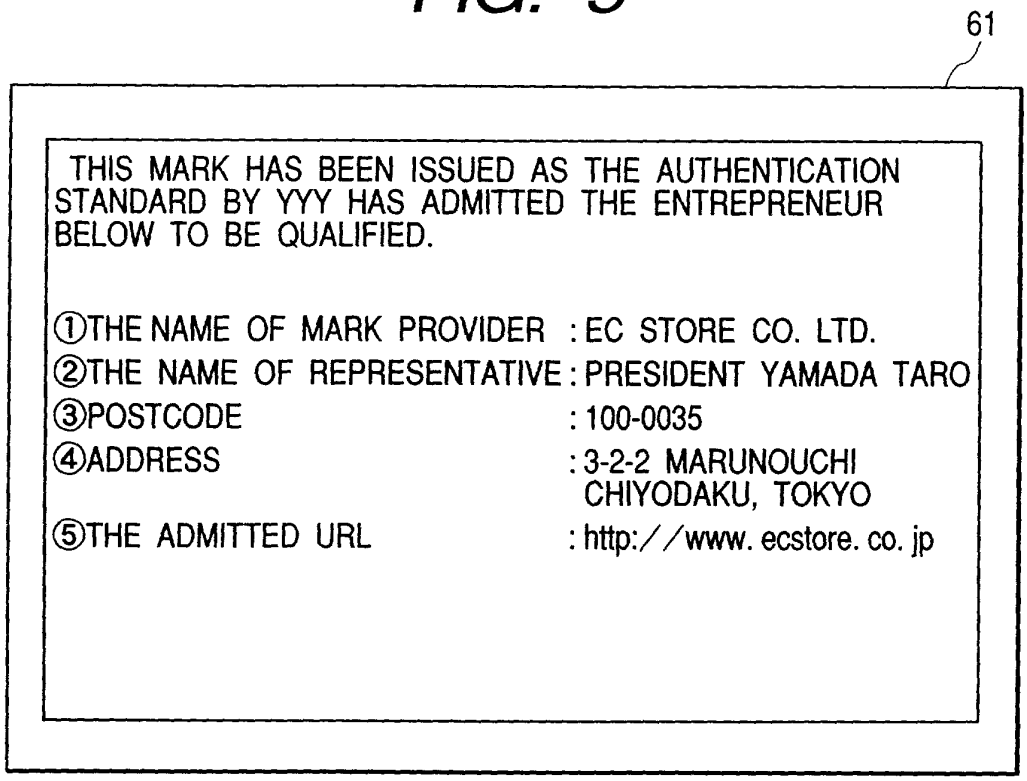
61
THIS MARK HAS BEEN ISSUED AS THE AUTHENTICATION STANDARD BY YYY HAS ADMITTED THE ENTREPRENEUR BELOW TO BE QUALIFIED.
①THE NAME OF MARK PROVIDER : EC STORE CO. LTD.
②THE NAME OF REPRESENTATIVE : PRESIDENT YAMADA TARO
③POSTCODE : 100-0035
④ADDRESS : 3-2-2 MARUNOUCHI CHIYODAKU, TOKYO
⑤THE ADMITTED URL : http://www. ecstore. co. jp

FIG. 6

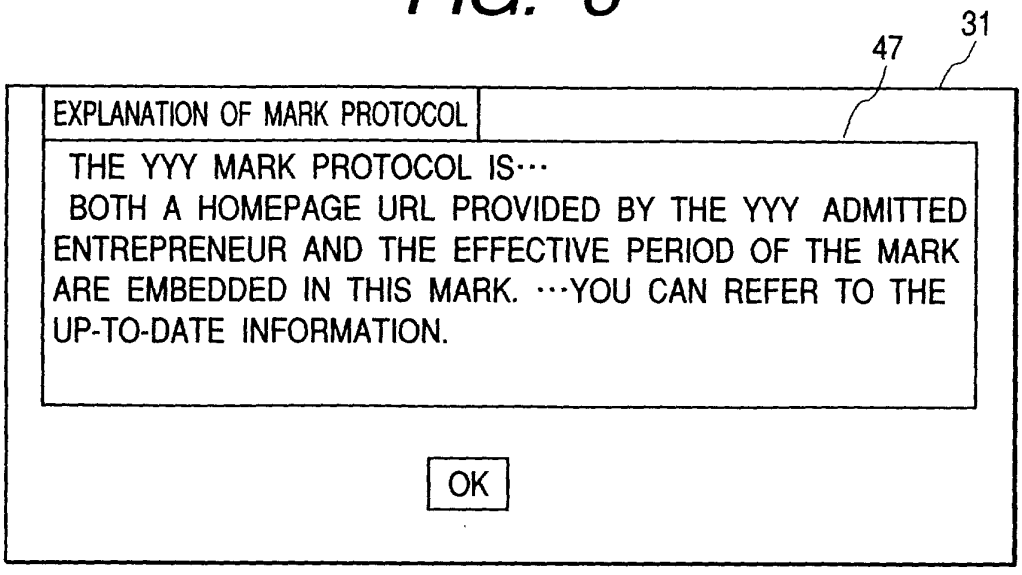
31
47
EXPLANATION OF MARK PROTOCOL
THE YYY MARK PROTOCOL IS…
BOTH A HOMEPAGE URL PROVIDED BY THE YYY ADMITTED ENTREPRENEUR AND THE EFFECTIVE PERIOD OF THE MARK ARE EMBEDDED IN THIS MARK. …YOU CAN REFER TO THE UP-TO-DATE INFORMATION.
OK

FIG. 7

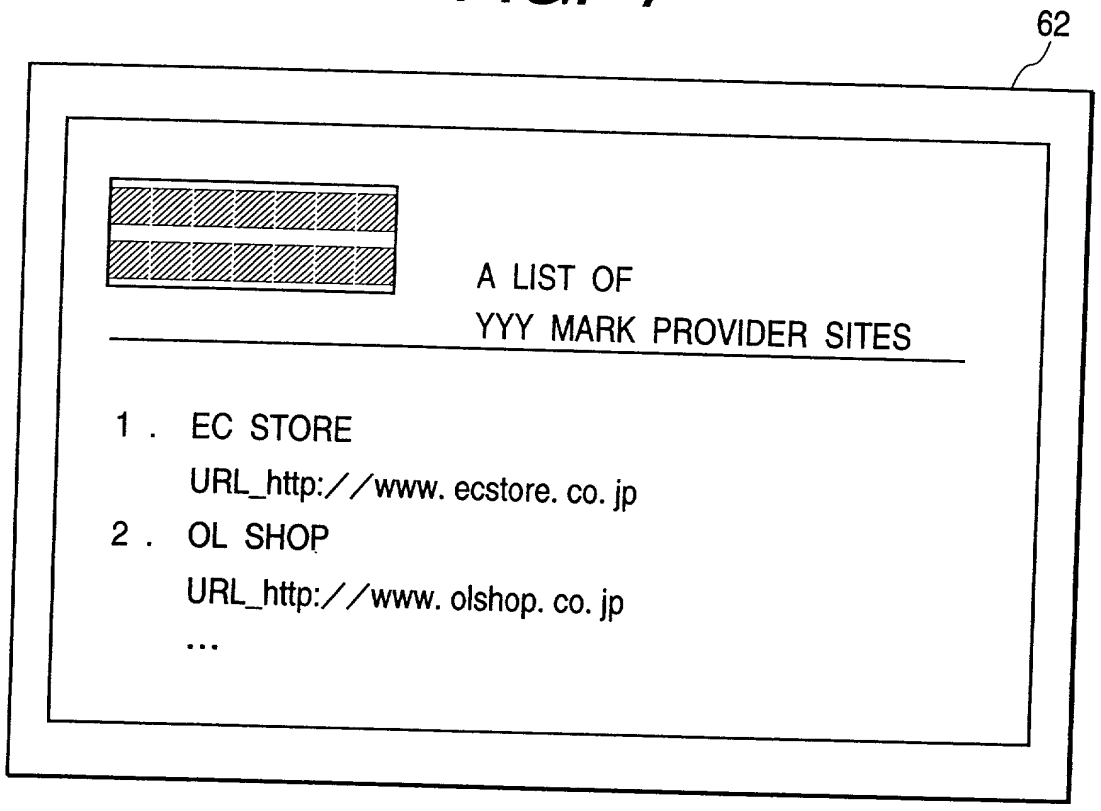
62
A LIST OF
YYY MARK PROVIDER SITES
1 . EC STORE
URL_http://www. ecstore. co. jp
2 . OL SHOP
URL_http://www. olshop. co. jp
...

FIG. 8

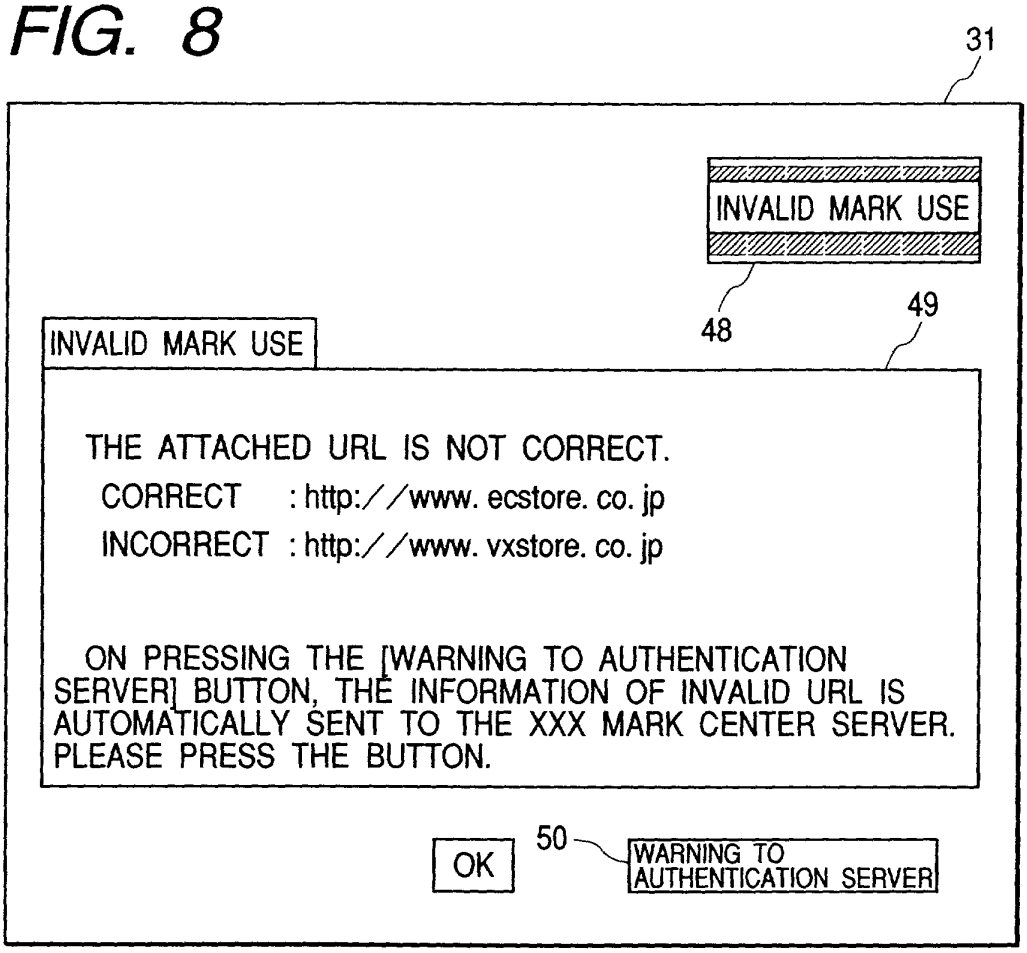
31
INVALID MARK USE
48
49
INVALID MARK USE
THE ATTACHED URL IS NOT CORRECT.
CORRECT : http://www. ecstore. co. jp
INCORRECT : http://www. vxstore. co. jp
ON PRESSING THE [WARNING TO AUTHENTICATION SERVER] BUTTON, THE INFORMATION OF INVALID URL IS AUTOMATICALLY SENT TO THE XXX MARK CENTER SERVER. PLEASE PRESS THE BUTTON.
OK
50
WARNING TO AUTHENTICATION SERVER

FIG. 9

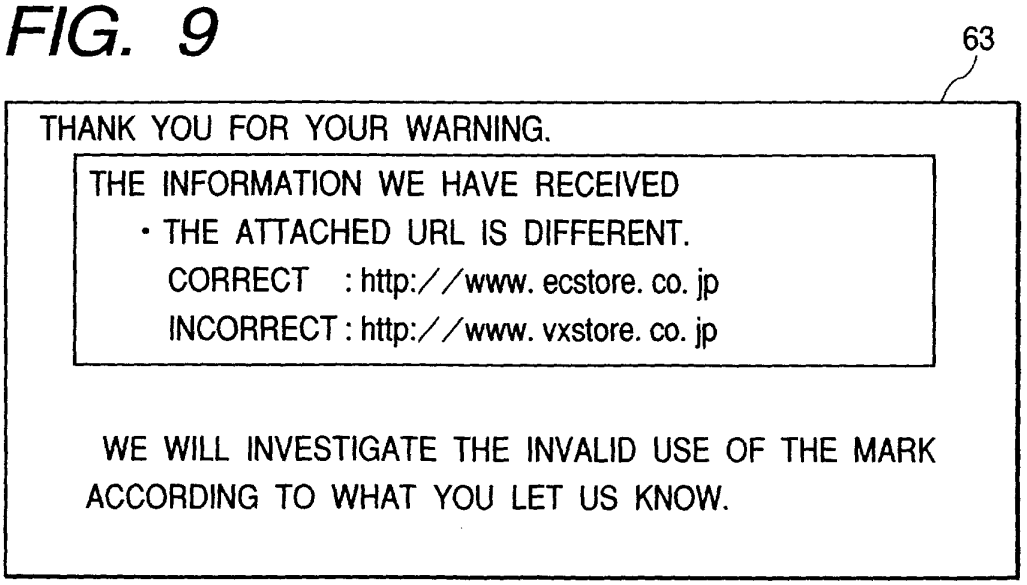
63
THANK YOU FOR YOUR WARNING.
THE INFORMATION WE HAVE RECEIVED
• THE ATTACHED URL IS DIFFERENT.
CORRECT : http://www. ecstore. co. jp
INCORRECT : http://www. vxstore. co. jp
WE WILL INVESTIGATE THE INVALID USE OF THE MARK ACCORDING TO WHAT YOU LET US KNOW.

FIG. 10A

| CODE | DATA CLASS | DATA |
|---|---|---|
| D1 | CHARACTER CODE | CHARACTER CODE |
| D2 | OBJECT NATION CODE | NATION CODE |
| D3 | NAME OF MARK ISSUER | NAME OF MARK ISSUER |
| D4 | MARK ISSUER URL | MARK ISSUER URL |
| D5 | NAME OF MARK PROMOTER | NAME OF MARK PROMOTER |
| D6 | MARK PROMOTER URL | MARK PROMOTER URL |
| D7 | INDIVIDUAL MARK ID | INDIVIDUAL MARK ID |
| D8 | INITIALIZATION | DEFINITION ITEM OF MARK DISPLAY ACTION |
| | | DEFINITION ITEM OF INITIAL ACTION |
| D9 | DEFINITION OF MENU CONFIGURATION | NUMBER OF MENU ITEMS |
| | | A LIST OF ACTION DEFINITION ITEMS |
| D10 | DEFINITION OF MARK DISPLAY AFTER OFF-LINE AUTHENTICATION | NUMBER OF ACTIONS |
| | | A LIST OF DEFINITION ITEMS OF MARK DISPLAY ACTION |
| D11 | DEFINITION OF TEXT DISPLAY AFTER OFF-LINE AUTHENTICATION | NUMBER OF ACTIONS |
| | | A LIST OF DEFINITION ITEMS OF TEXT DISPLAY ACTION |
| D12 | ATTACHED URL | NUMBER OF ATTACHED URLS |
| | | NOT OMISSIBLE PORTION OF ATTACHED URL |
| | | OMISSIBLE PORTION OF ATTACHED URL |

FIG. 10B

| CODE | DATA CLASS | DATA |
|---|---|---|
| D13 | ATTACHED IP ADDRESS INFORMATION | NUMBER OF ATTACHED IP ADDRESSES |
| | | IP VERSION CODE OF SERVER IP ADDRESS ON ATTACHED PAGE |
| | | IP ADDRESS DATA |
| D14 | START OF MARK PERIOD | STARTING YEAR, MONTH, DAY, HOUR, MIN. |
| D15 | END OF MARK PERIOD | ENDING YEAR, MONTH, DAY, HOUR, MIN. |
| D16 | CHARACTERISTIC VALUE OF THE CONTENTS | CHARACTERISTIC VALUE |
| D17 | AUTHENTICATION SERVER URL | URL |
| D18 | ACTION FOR MOUSE HOVER | ACTION ITEM NUMBER |
| D19 | ACTION FOR MOUSE LEAVE | ACTION ITEM NUMBER |
| D20 | ACTION FOR PRESSING OF MOUSE LEFT BUTTON | ACTION ITEM NUMBER |
| D21 | ACTION FOR PRESSING OF MOUSE RIGHT BUTTON | ACTION ITEM NUMBER |
| D22 | ACTION DEFINITION | ACTION NAME |
| | | ACTION CLASS CODE |
| | | ACTION CLASS SPECIFIC DATA |
| D23 | GENERAL PURPOSE INFORMATION OF IP ADDRESS | IP VERSION CODE |
| D24 | GENERAL PURPOSE URL | URL |
| D25 | TEXT | TEXT |

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# FIG. 11A

| CODE | ACTION CLASS | ACTION DATA |
|---|---|---|
| A1 | MENU DISPLAY | NONE |
| A2 | OFF-LINE AUTHENTICATION | DEFINITION ITEM OF MARK DISPLAY AFTER AUTHENTICATION |
| | | DEFINITION ITEM OF TEXT DISPLAY AFTER AUTHENTICATION |
| A3 | BALLOON DISPLAY | ITEM NUMBER OF DISPLAYED TEXT |
| A4 | TEXT DISPLAY | ITEM NUMBER OF DISPLAYED TEXT |
| | | NUMBER OF OBJECTS INSERTED IN THE TEXT |
| | | OBJECT INFORMATION INSERTED IN THE TEXT |
| | | NUMBER OF ADDITIONAL BUTTONS |
| | | A LIST OF DEFINITION ITEMS OF ACTION FOR ADDITIONAL BUTTON |
| A5 | Web PAGE DISPLAY | URL ITEM NUMBER |
| | | ACTION ITEM NUMBER ON EXTINCTION OF LINK DESTINATION |
| A6 | COMMUNICATIONS WITH SERVER | SERVER URL ITEM NUMBER |
| | | REQUEST CLASS CODE |
| | | RESPONSE PROCESSING CODE |
| A7 | MARK DISPLAY | IMAGE EFFECT CODE |
| | | SYNTHESIZED TEXT |
| | | TEXT BODY COLOR CODE |
| | | TEXT FRAME COLOR CODE |
| | | FONT CODE |

# FIG. 11B

| CODE | ACTION CLASS | ACTION DATA |
|---|---|---|
| A8 | EXECUTION OF ADD-ON PROGRAM | PROGRAM DESCRIPTION BY SCRIPT |
| A9 | LINK CHECK | GENERAL PURPOSE URL ITEM NUMBER |
| | | ACTION ON OK ITEM NUMBER |
| | | ACTION ON NG ITEM NUMBER |

FIG. 12A

| ITEM NO. | D CODE | DATA |
|---|---|---|
| 1 | D1 | "JIS" |
| 2 | D2 | "JP" |
| 3 | D3 | "XXX MARK CENTER" |
| 4 | D4 | "http://www. olmkcenter. or. jp" |
| 5 | D5 | "YYY MARK HEADQUARTER CENTER" |
| 6 | D6 | "http://www. olmkhq. or. jp" |
| 7 | D7 | "9999-A00001-1-04" |
| 8 | D8 | 17\|15 |
| 9 | D9 | 3\|18\|19\|20 |
| 10 | D10 | 3\|21\|22\|24 |
| 11 | D11 | 3\|26\|23\|25 |
| 12 | D18 | 14 |
| 13 | D20 | 16 |
| 14 | D22 | " "\|A3\|32 |
| 15 | D22 | " "\|A2\|10\|0 |
| 16 | D22 | " "\|A1 |

# FIG. 12B

| ITEM NO. | D CODE | DATA |
|---|---|---|
| 17 | D22 | " "\|A7\|5\|"IN AUTHENTICATION"\|4\|4\|2 |
| 18 | D22 | "INFORMATION OF THE MARK PROVIDER"\|A2\|10\|11 |
| 19 | D22 | "EXPLANATION OF MARK PROTOCOL"\|A4\|33\|0\|0 |
| 20 | D22 | "A LIST OF MARK PROVIDERS"\|A5\|30 |
| 21 | D22 | " "\|A7\|0\|" " |
| 22 | D22 | " "\|A7\|0\|"INVALID MARK USE"\|5\|2\|2 |
| 23 | D22 | "INVALID MARK USE"\|A4\|34\|2\|35\|1\|1\|29 |
| 24 | D22 | " "\|A7\|0\|"EXPIRATION OF EFFECTIVE PERIOD"\|5\|2\|2 |
| 25 | D22 | "EXPIRATION OF EFFECTIVE PERIOD"\|A4\|36\|2\|37\|S1\|1\|29 |
| 26 | D22 | " "\|A4\|38\|5\|39\|40\| 41\|42\|35\|2\|27\|28 |
| 27 | D22 | "INQUIRY TO AUTHENTICATION SERVER"\|A6\|31\|1\|3 |
| 28 | D22 | "INFORMATION OF THE PROMOTER"\|A5\|6 |
| 29 | D22 | "WARNING TO AUTHENTICATION SERVER"\|A6\|31\|2\|4 |
| 30 | D24 | "http://www.ichiran.or.jp" |
| 31 | D17 | "http://www.ninsho.or.jp" |

# FIG. 12C

| ITEM NO. | D CODE | DATA |
|---|---|---|
| 32 | D25 | "AUTHENTICATION INFORMATION IS DISPLAYED BY A CLICK." |
| 33 | D25 | "THE YYY MARK PROTOCOL IS…YOU CAN REFER TO THE UP-TO-DATA INFORMATION" |
| 34 | D25 | "THE ATTACHED URL IS NOT CORRECT. ¥n<br>CORRECT : %E¥n<br>INCORRECT : %s¥n<br>ON PRESSING THE [WARNING TO AUTHENTICATION SERVER] BUTTON,…PLEASE PRESS THE BUTTON." |
| 35 | D13 | 1\|"http://www. ecstore. co. jp/"\|"index. html" |
| 36 | D25 | "THE EFFECTIVE PERIOD OF THE MARK HAS EXPIRED. ¥n<br>EFFECTIVE PERIOD : %T¥n<br>CURRENT TIME : %U¥n<br>ON PRESSING THE [WARNING TO AUTHENTICATION SERVER] BUTTON,…PLEASE PRESS THE BUTTON." |
| 37 | D15 | "200104" |

FIG. 12D

| ITEM NO. | D CODE | DATA |
|---|---|---|
| 38 | D25 | "THE ENTREPRENEUR WHO UTILIZES THIS MARK HAS BEEN ADMITTED TO QUALIFY FOR UTILIZING THE AUTHENTICATION MARK BASED ON THE STANDARD OF THE MARK PROTOCOL BY YYY. ¥n ¥n<br>①THE NAME OF MARK PROVIDER : %E¥n<br>②THE NAME OF REPRESENTATIVE: %E¥n<br>③POSTCODE : %E¥n<br>④ADDRESS : %E¥n<br>⑤THE ADMITTED URL : %E¥n<br>¥n<br>YOU CAN ENSURE THE FACT ONLINE BY PRESSING [INQUIRY TO AUTHENTICATION SERVER] BUTTON." |
| 39 | D25 | "EC STORE CO. LTD." |
| 40 | D25 | "PRESIDENT YAMADA TARO" |
| 41 | D25 | "100-0035" |
| 42 | D25 | "3-2-2 MARUNOUCHI CHIYODAKU, TOKYO" |

FIG. 12E

| ITEM NO. | D CODE | DATA |
|---|---|---|
| 1 | D22 | "A LIST OF MARK PROVIDERS"\|A5\|2\|0 |
| 2 | D24 | "http://www.ichiran.or.jp" |
| 3 | D8 | 0\|4 |
| 4 | D22 | " "\|A9\|2\|5\|6 |
| 5 | D22 | " "\|A7\|0\|"OK" |
| 6 | D22 | " "\|A7\|0\|"NG" |

FIG. 12F

| ITEM NO. | D CODE | DATA |
|---|---|---|
| 1 | D18 | 2 |
| 2 | D22 | " "\|A8\|<Script=…<br>•<br>•<br>•<br>DESCRIPTION OF PROCESSING BY SCRIPT<br>•<br>•<br>•<br>>" |

FOR OFFICIAL USE ONLY

FIG. 13A

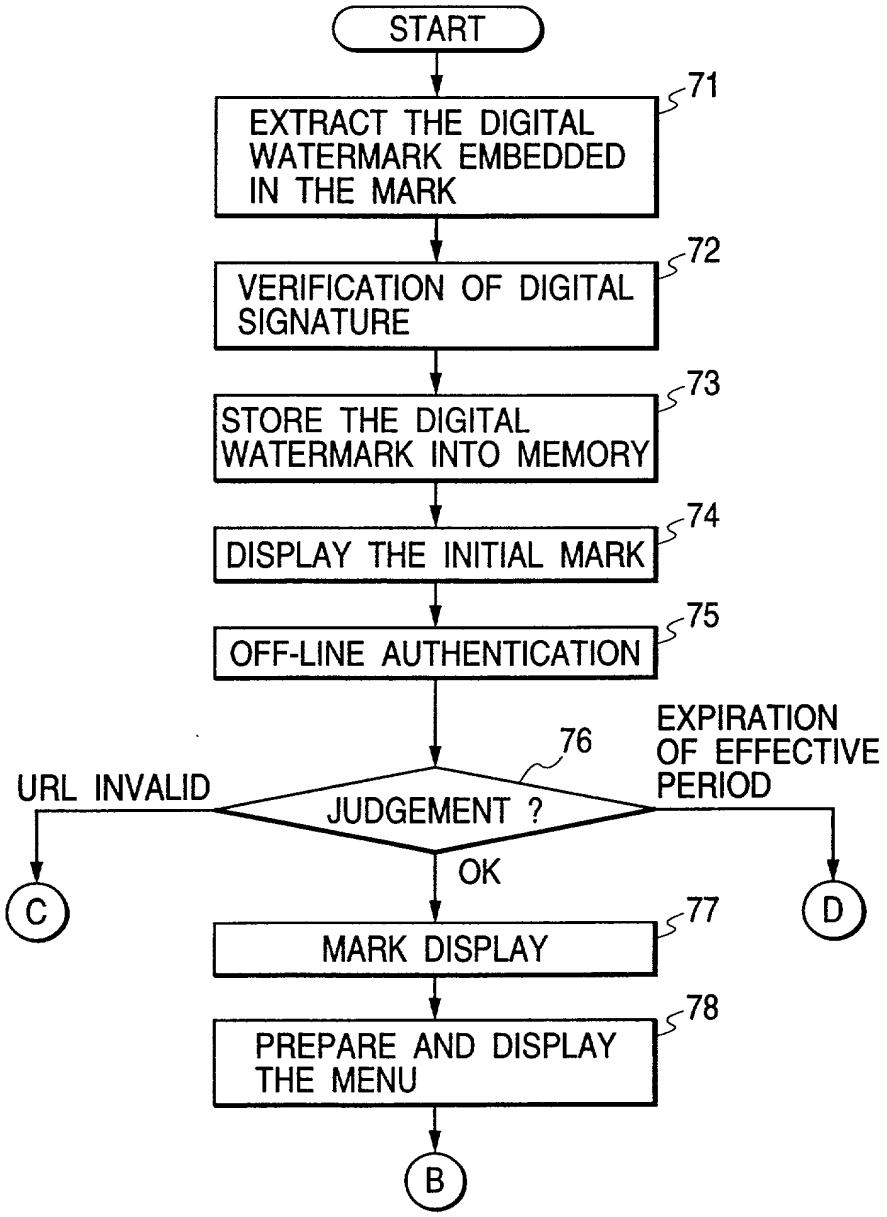

START
71
EXTRACT THE DIGITAL WATERMARK EMBEDDED IN THE MARK
72
VERIFICATION OF DIGITAL SIGNATURE
73
STORE THE DIGITAL WATERMARK INTO MEMORY
74
DISPLAY THE INITIAL MARK
75
OFF-LINE AUTHENTICATION
76
JUDGEMENT ?
URL INVALID
EXPIRATION OF EFFECTIVE PERIOD
OK
C
D
77
MARK DISPLAY
78
PREPARE AND DISPLAY THE MENU
B

FIG. 13B

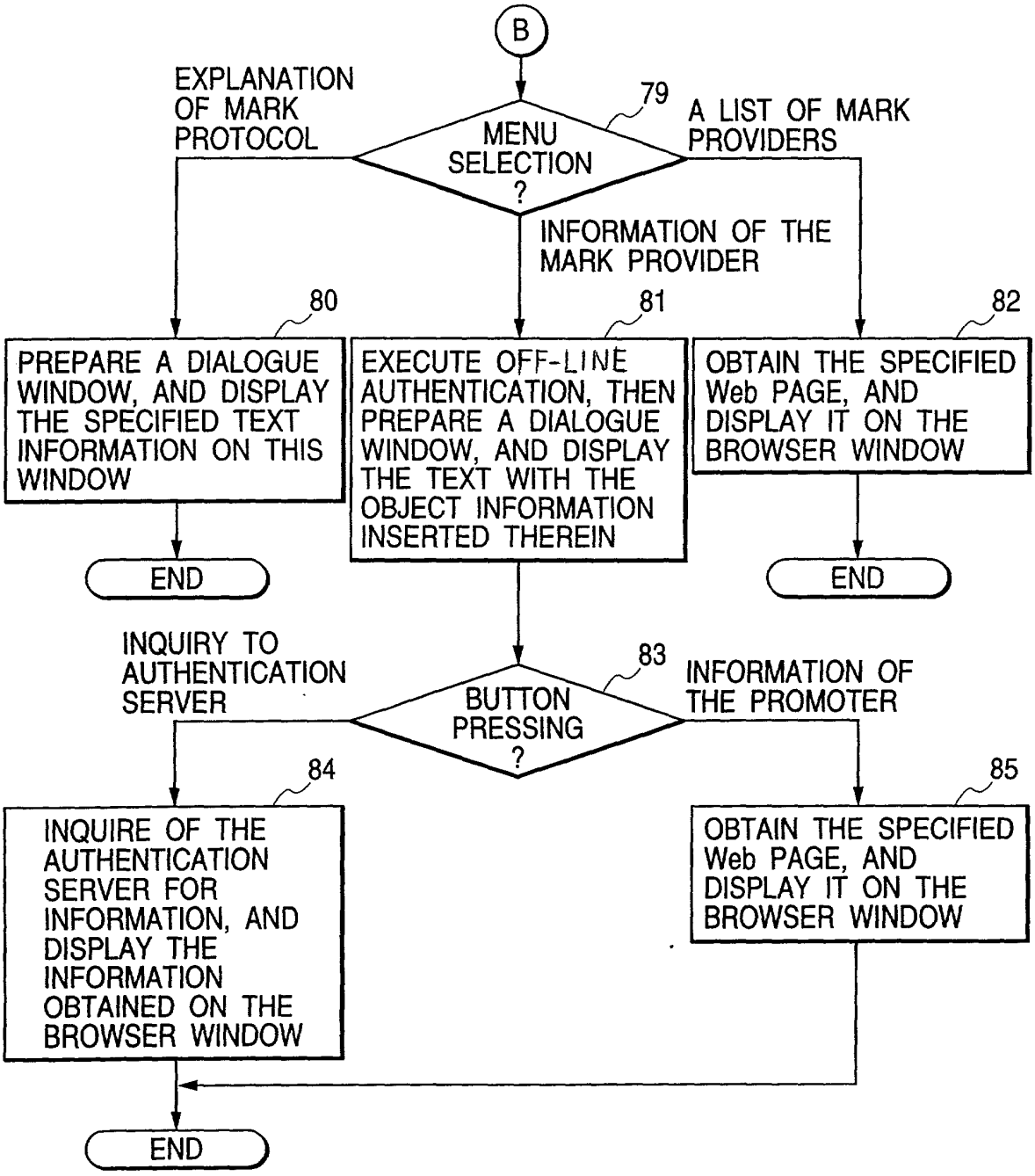
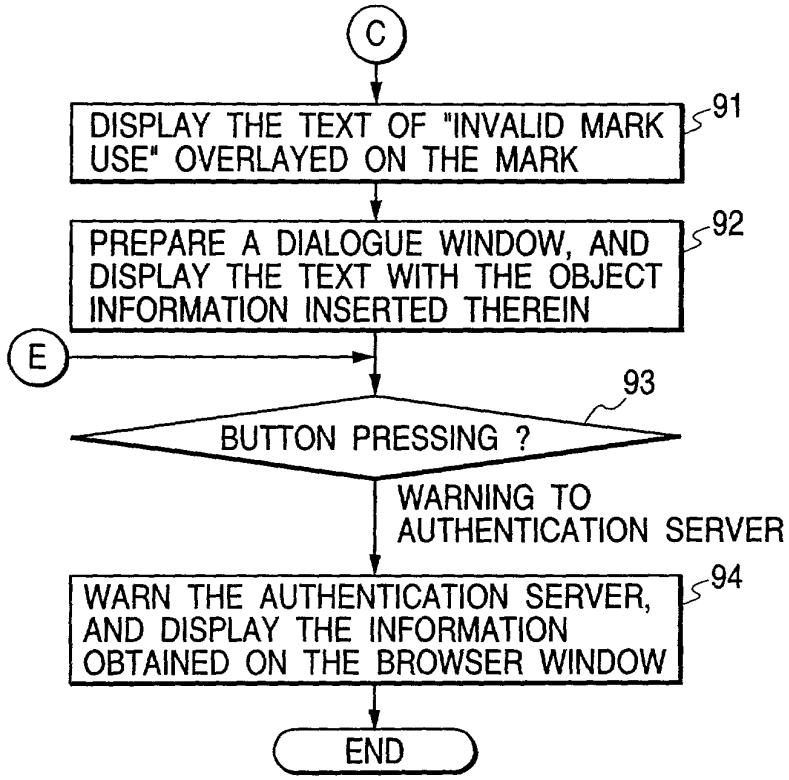

B
EXPLANATION OF MARK PROTOCOL
79
MENU SELECTION ?
A LIST OF MARK PROVIDERS
INFORMATION OF THE MARK PROVIDER
80
81
82
PREPARE A DIALOGUE WINDOW, AND DISPLAY THE SPECIFIED TEXT INFORMATION ON THIS WINDOW
EXECUTE OFF-LINE AUTHENTICATION, THEN PREPARE A DIALOGUE WINDOW, AND DISPLAY THE TEXT WITH THE OBJECT INFORMATION INSERTED THEREIN
OBTAIN THE SPECIFIED Web PAGE, AND DISPLAY IT ON THE BROWSER WINDOW
END
END
INQUIRY TO AUTHENTICATION SERVER
83
BUTTON PRESSING ?
INFORMATION OF THE PROMOTER
84
85
INQUIRE OF THE AUTHENTICATION SERVER FOR INFORMATION, AND DISPLAY THE INFORMATION OBTAINED ON THE BROWSER WINDOW
OBTAIN THE SPECIFIED Web PAGE, AND DISPLAY IT ON THE BROWSER WINDOW
END

FIG. 13C



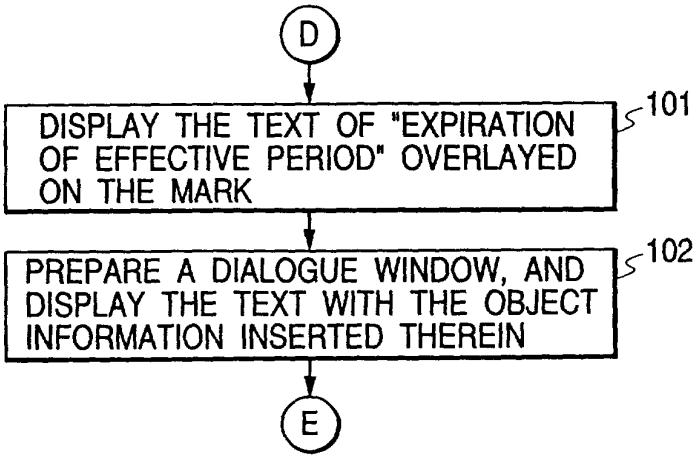


FIG. 13D